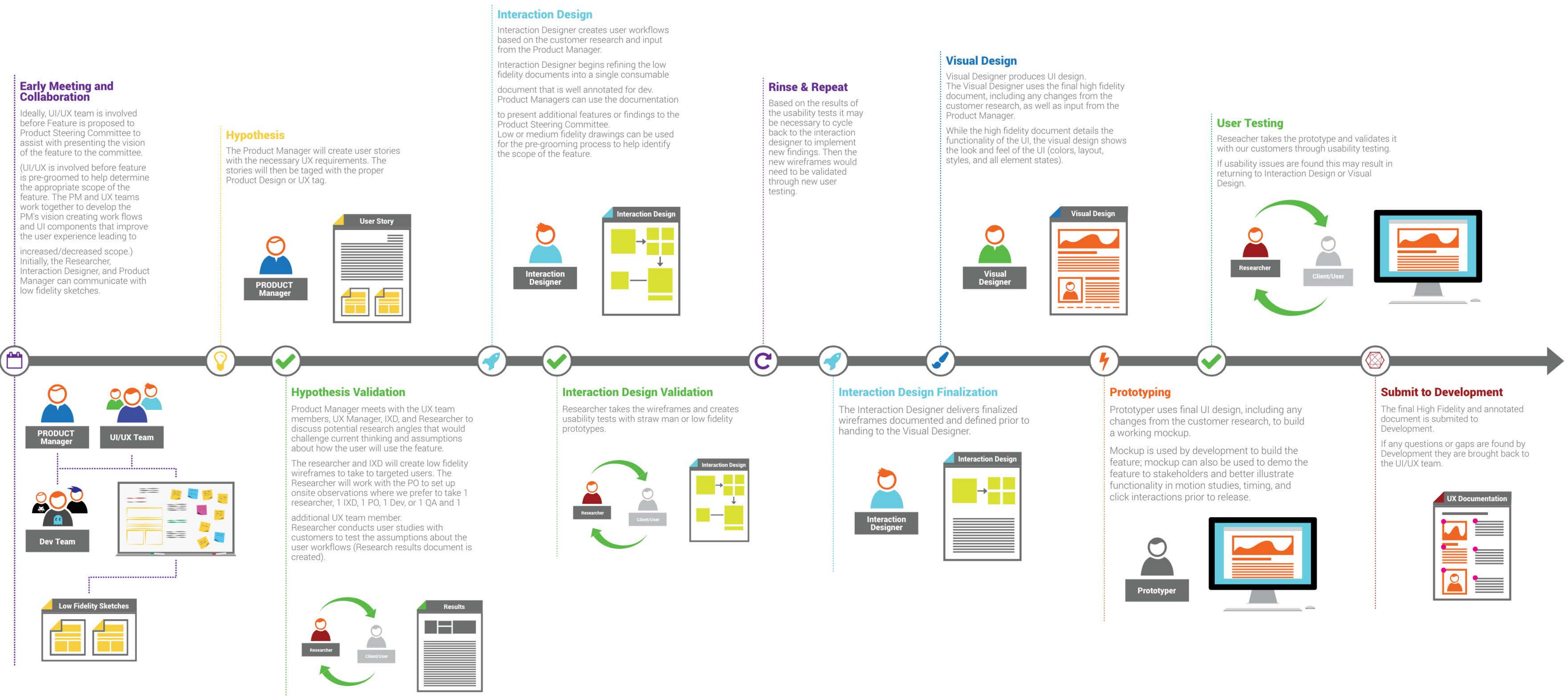




UX/UI PROCESS



PROJECT: MULTI & OMNI CHANNEL

COMPANY

- NICE InContact

AFFECTED PERSONA

- Agent Persona

MARKET RESEARCH

- Market Research showed the prevalence of the term “Omni-Channel” being used but having no clear definition.
- Some competitors called “Omni-Channel” the ability to turn a phone call into a video chat while others said it was the ability to handle multiple contacts at once.

CUSTOMER RESEARCH

- Customers were confused by the lack of a solid deffinition for “Omni-Channel.”
- Research showed that a portion of our customers wanted the to give better customer service and have true first call resolution.
- Other customers wanted to move through as many customers as quickly as possible, a churn and burn mantality.

GOALS

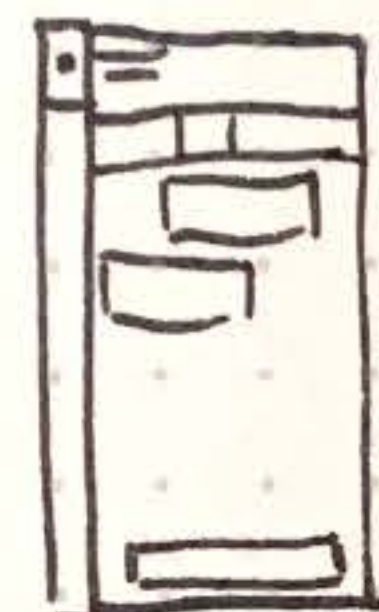
- Create an experience where the Agent can handle a Customer channel agnostic (one customer across any channel).
- Further allow Agents to handle more then one customer at the same time across any channel.



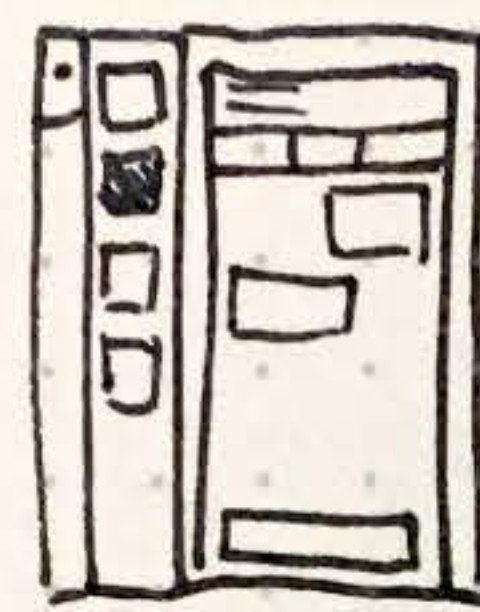
EARLY SKETCHES

PROBLEM CHANNELS FOR THIN MAX: CHAT (MULTI), EMAIL (INBOX)

CHAT x3 VERSIONS

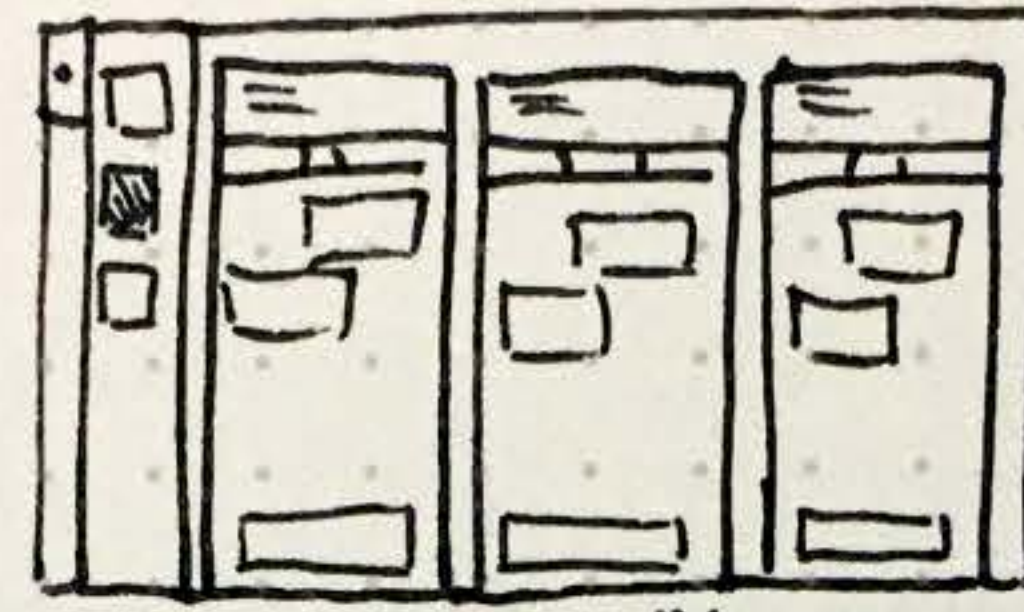


SKILLED FOR ONLY 1x CHAT

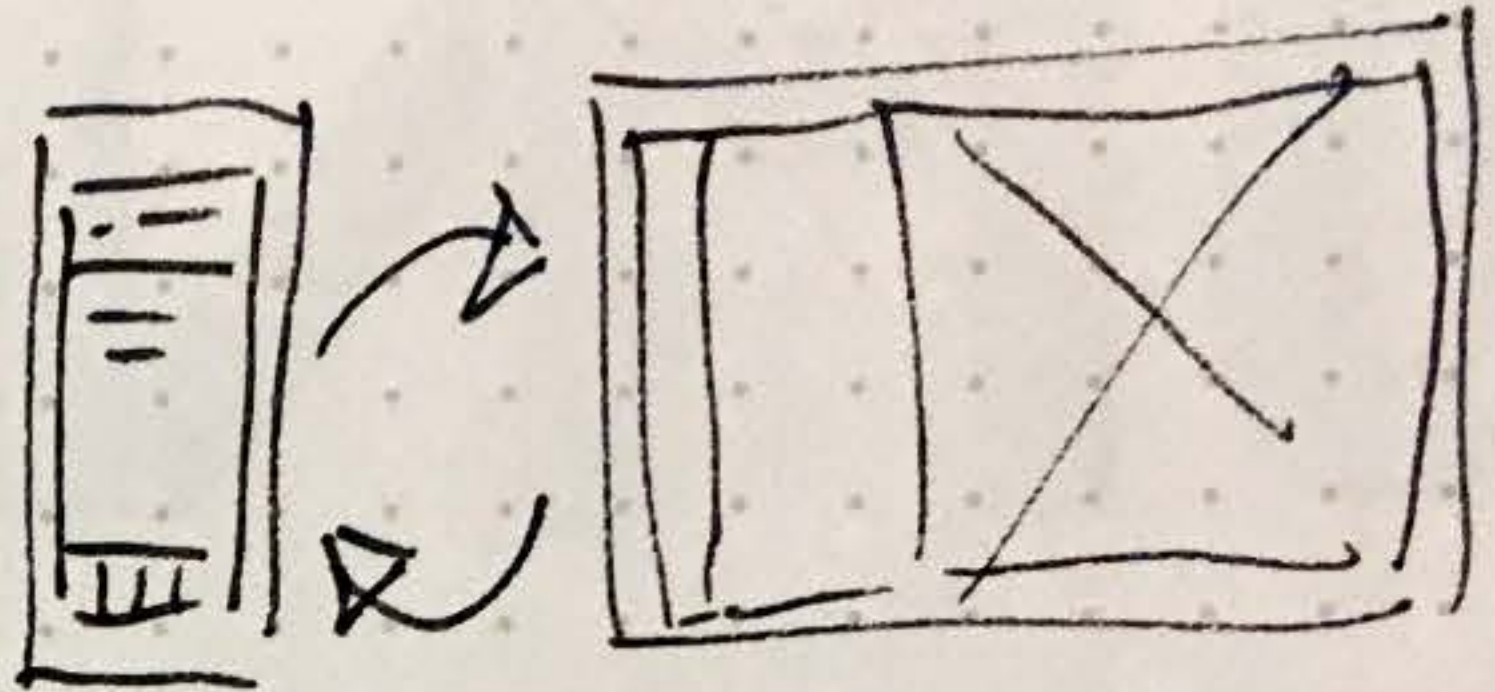


SKILLED FOR MULTI, 1 CHAT VIEW (INBOX)

NOT THIN

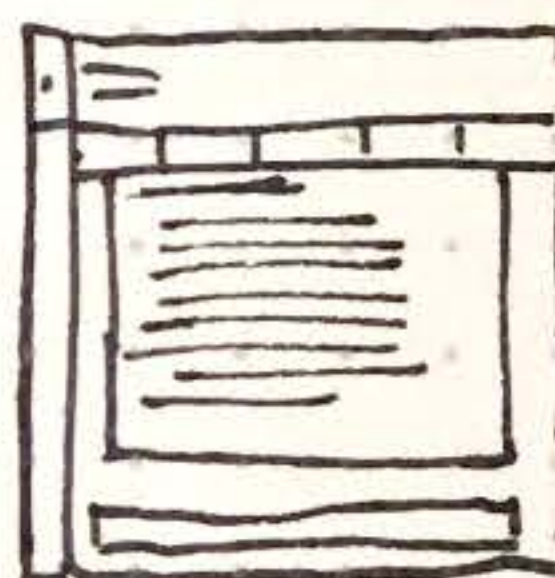


SKILLED FOR MULTI, MULTI VIEW.

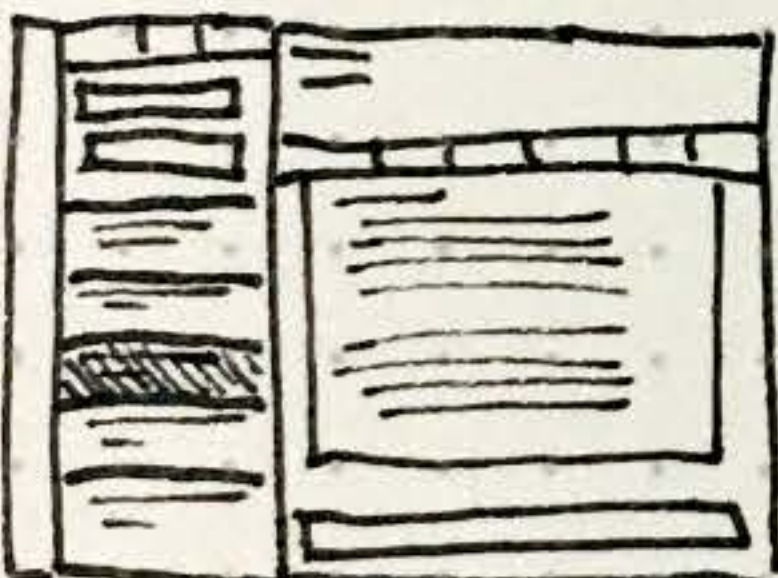


EMAIL x2 VERSIONS

NOT THIN



SKILLED FOR 1, NO PARKING

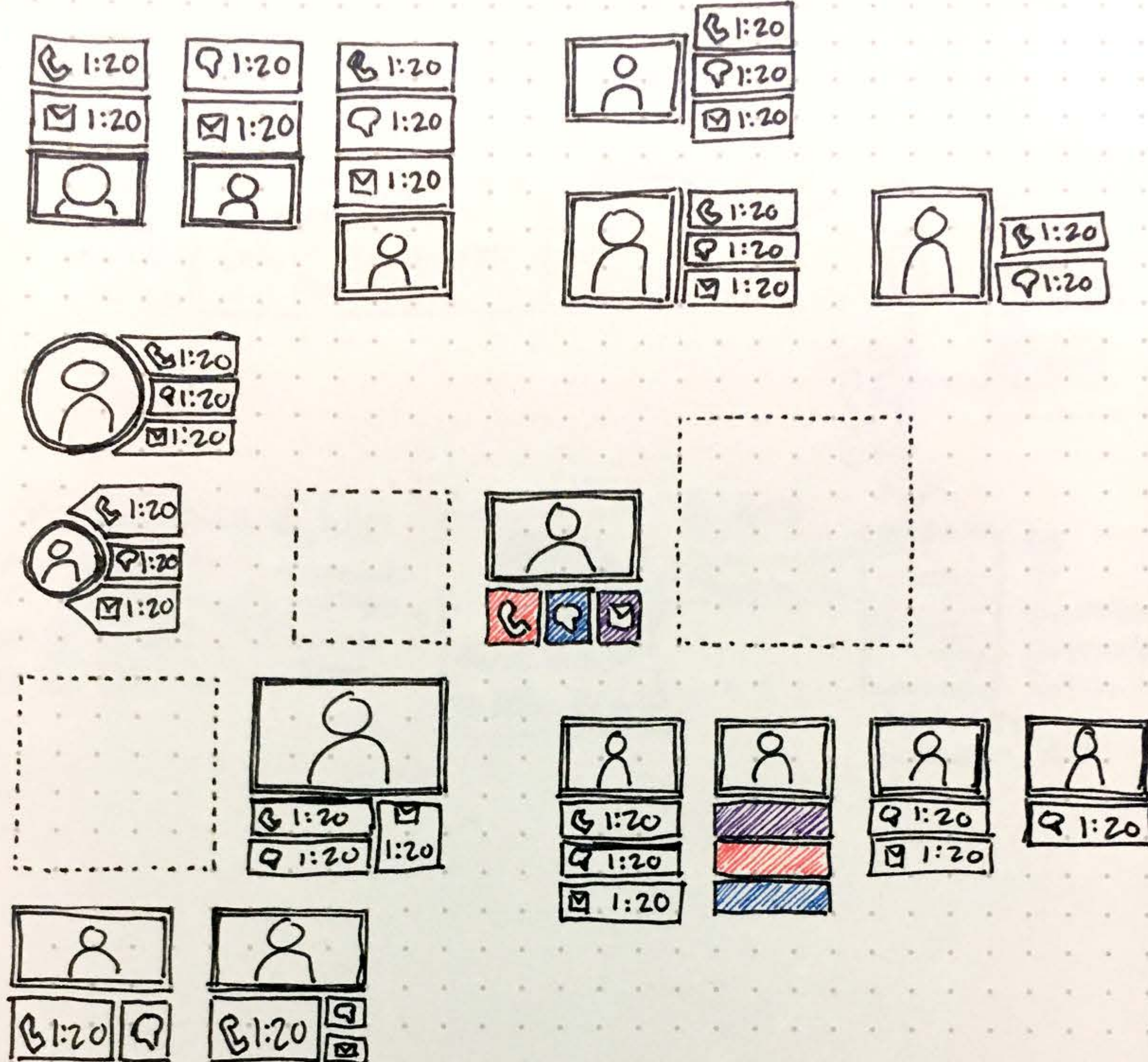


SKILLED FOR MULTI, PARKING, ETC.

PROBLEM:

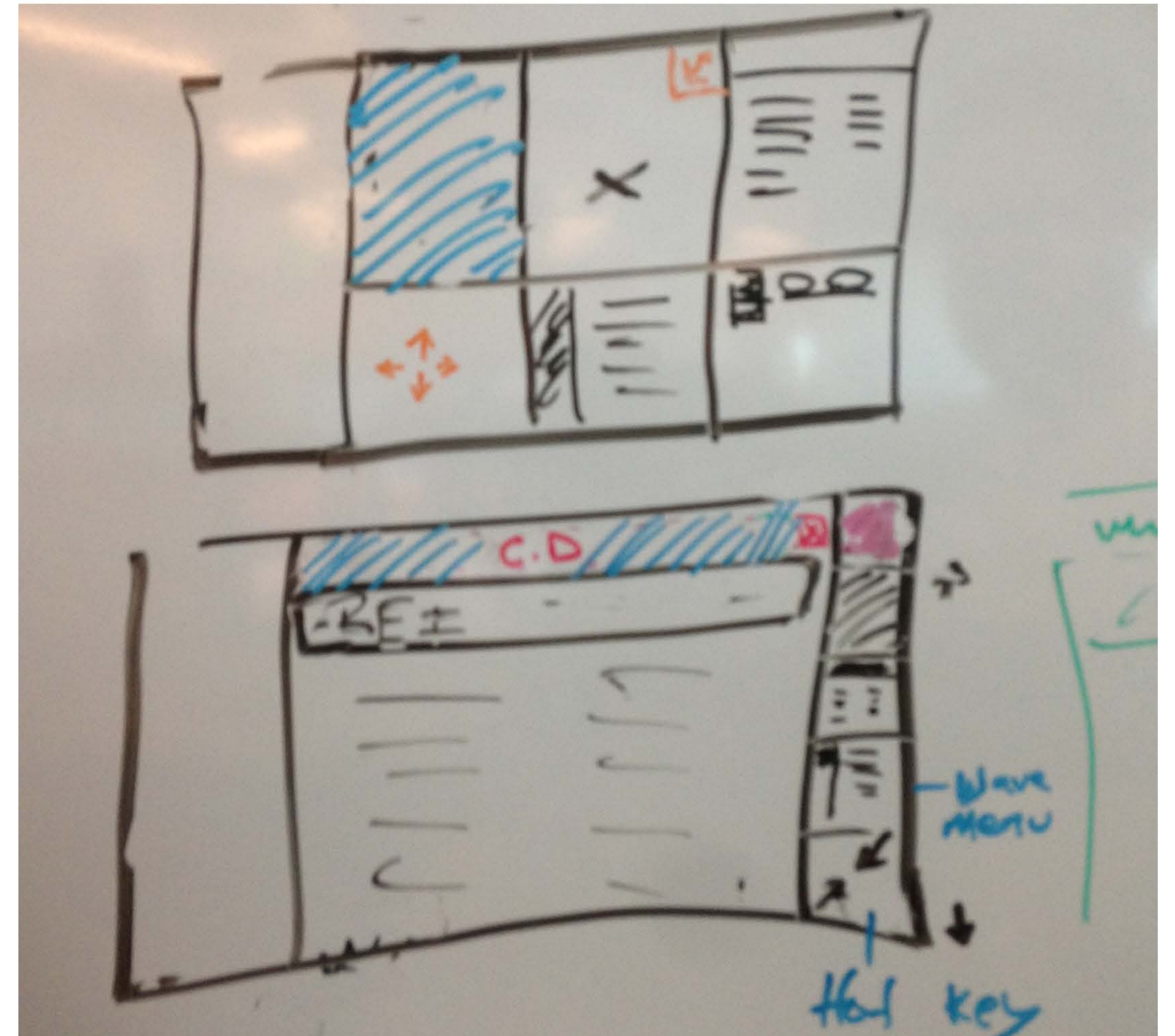
- OMNI (ONE CONTACT, MULTIPLE CHANNELS)
- MULTI CONTACT (MULTIPLE CONTACTS, MULTIPLE CHANNELS)

~~NOT = OSH~~



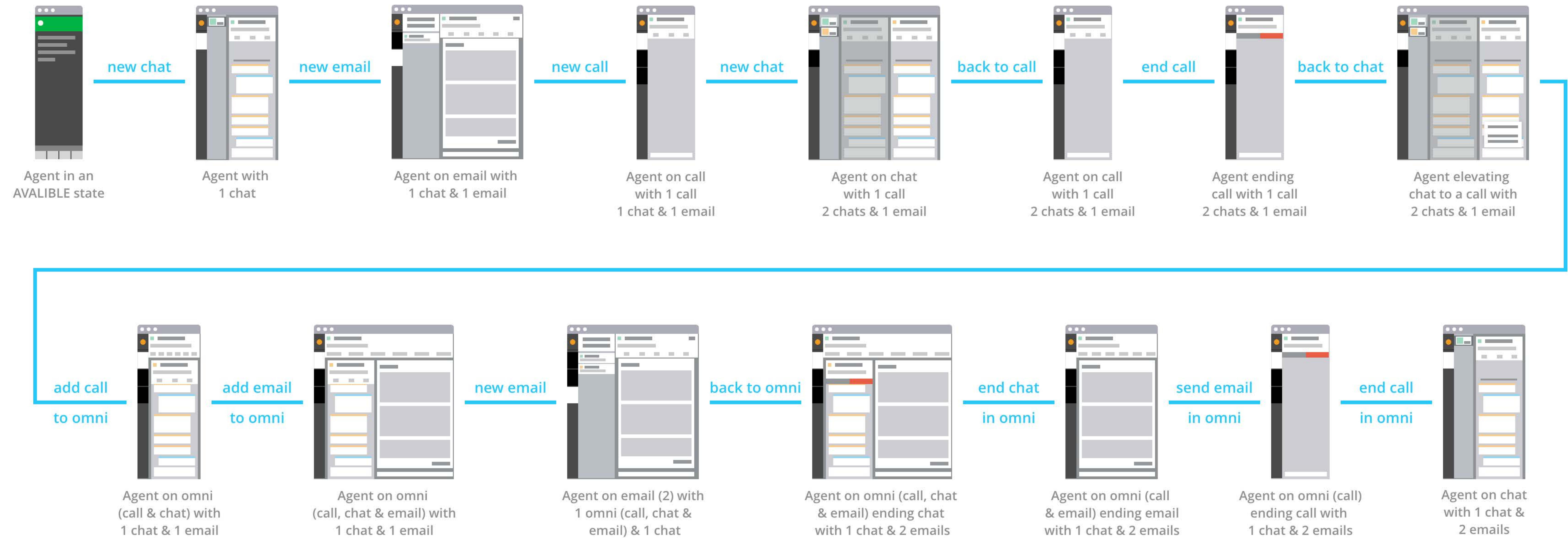
WORKSHOP

Lead team 10x10's for fast paced ideation.



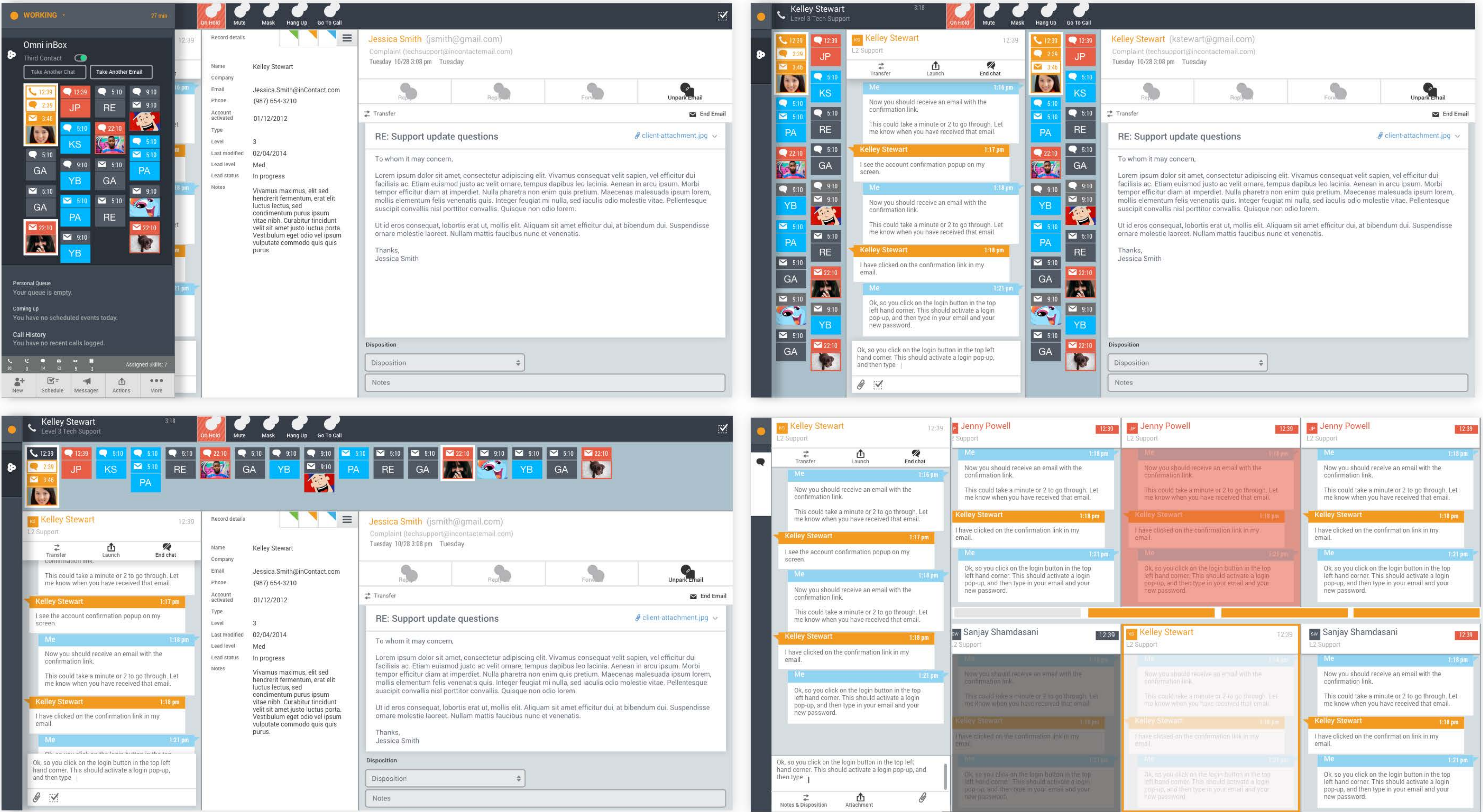
AGENT STORY FLOW FOR FEATURE COMMUNICATION

This user flow tells a story about the new feature to help communicate the vision to Executives, Customers, R&D, and others, a full prototype based on this initial story was used for later testing.



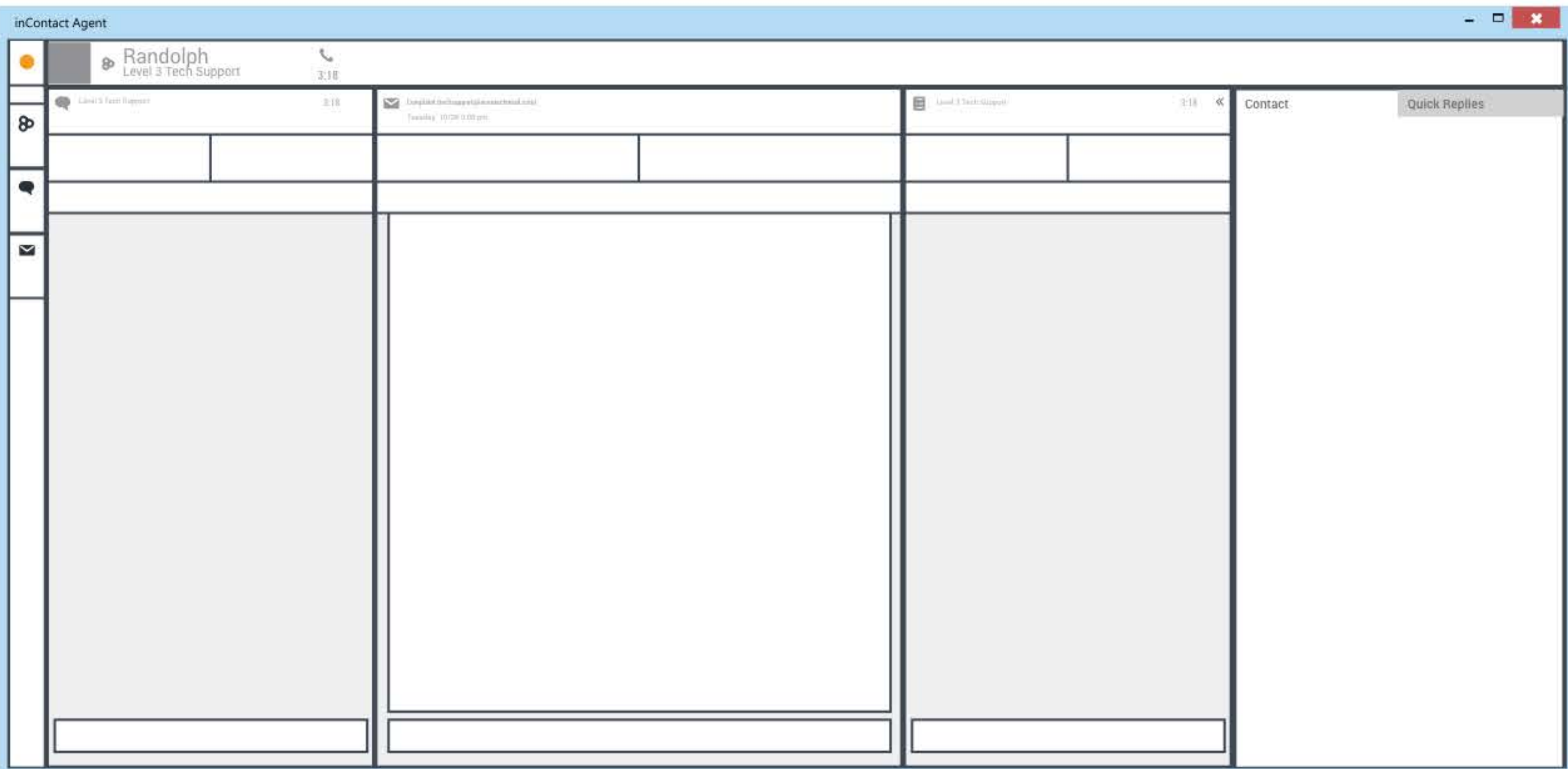
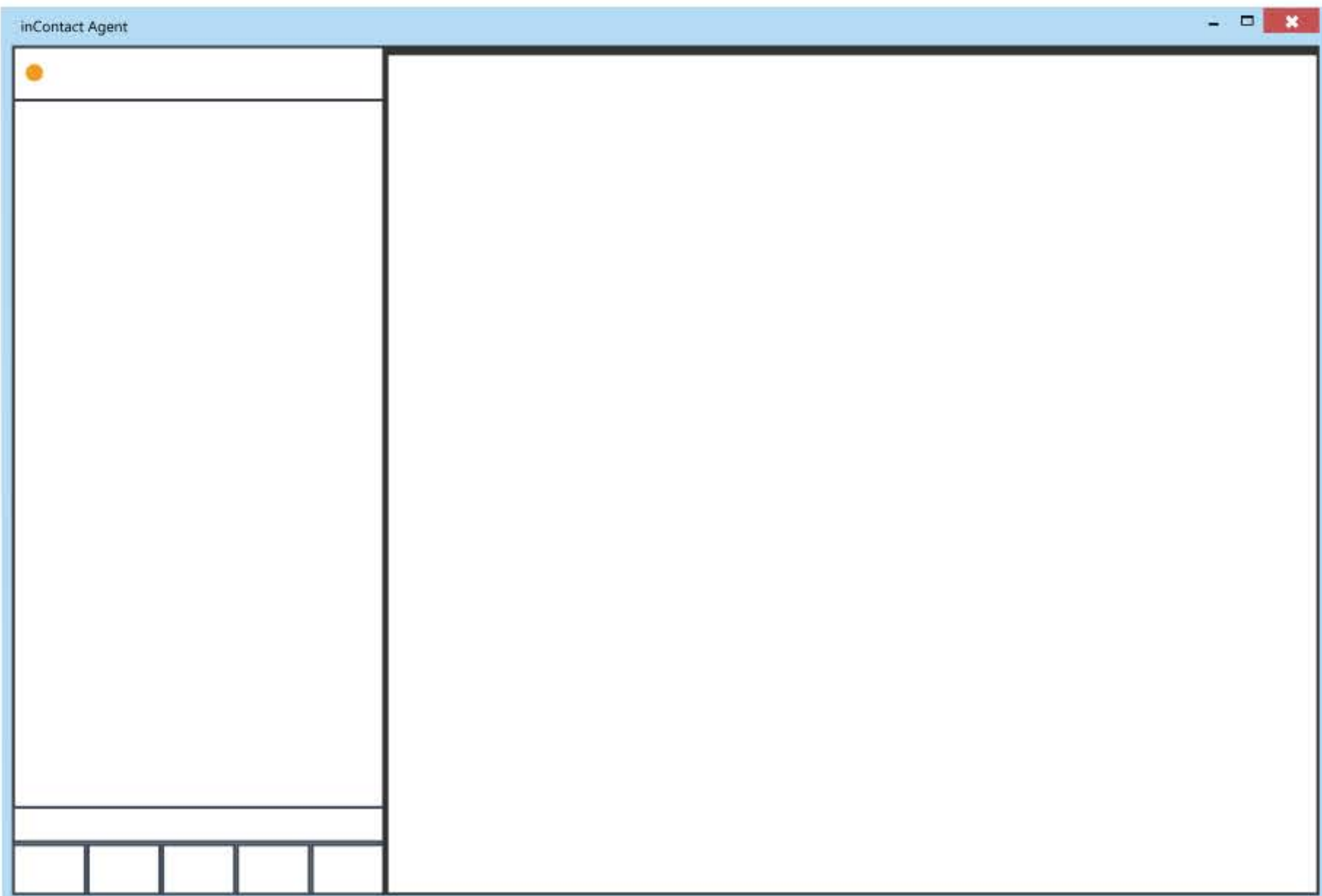
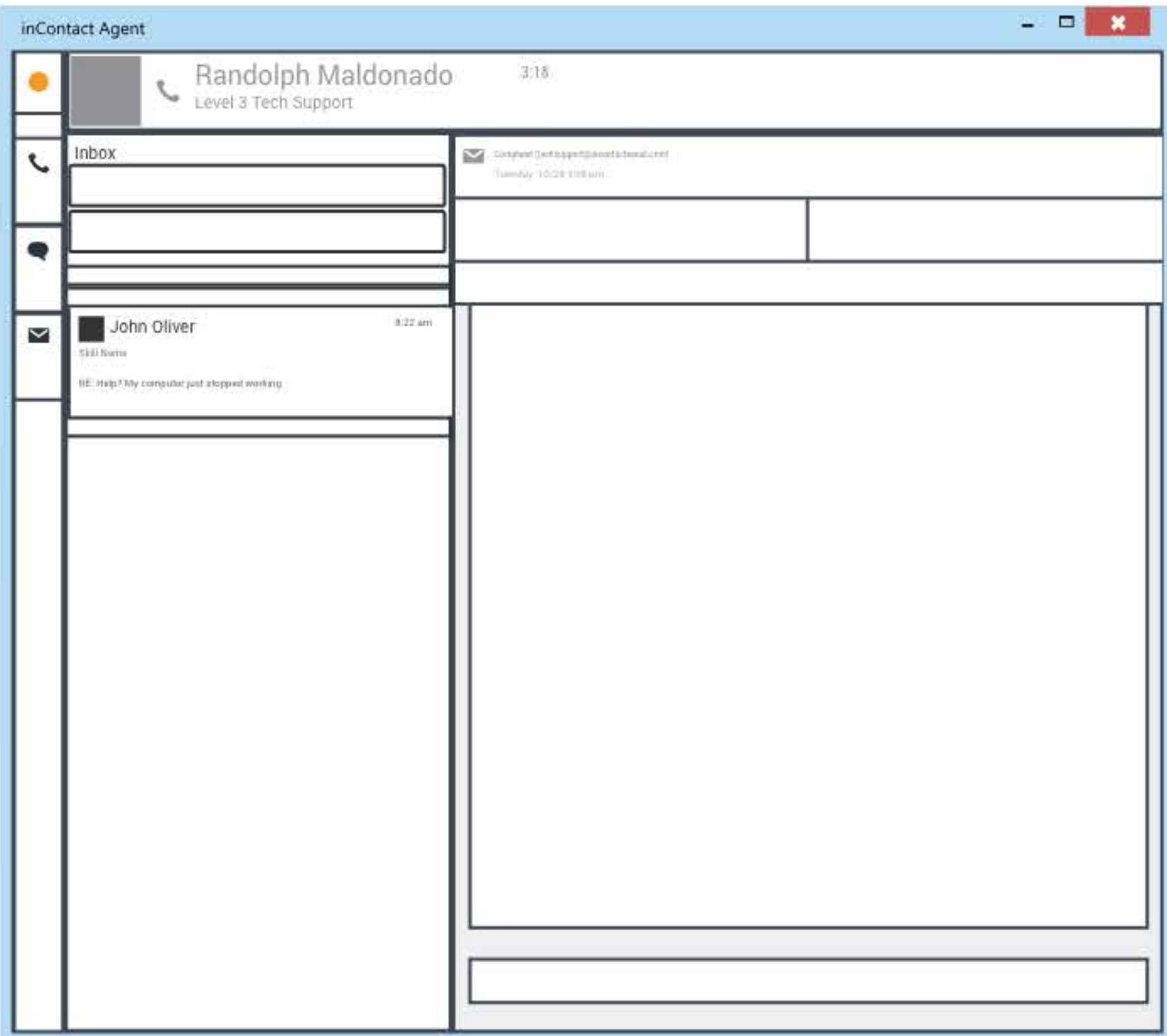
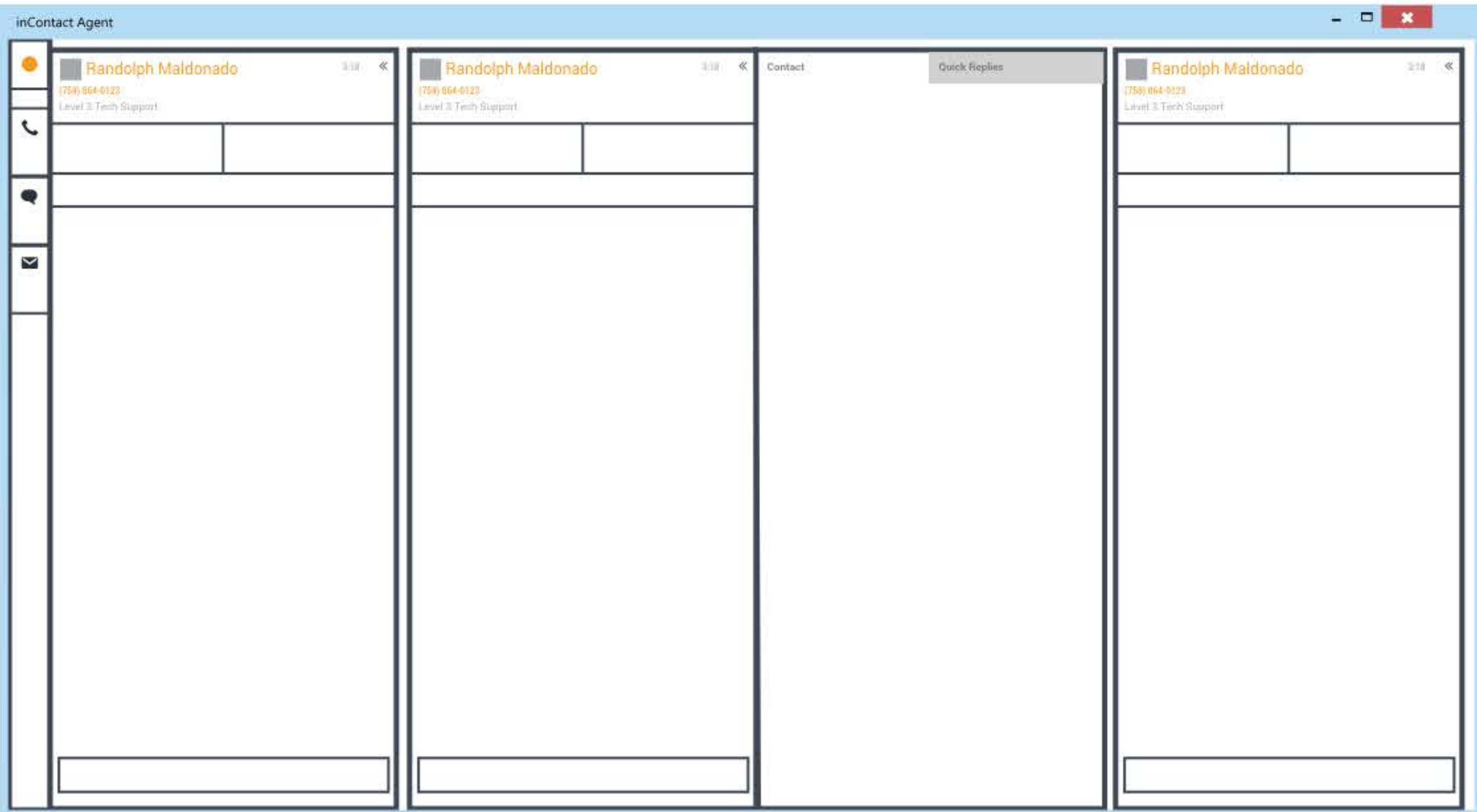
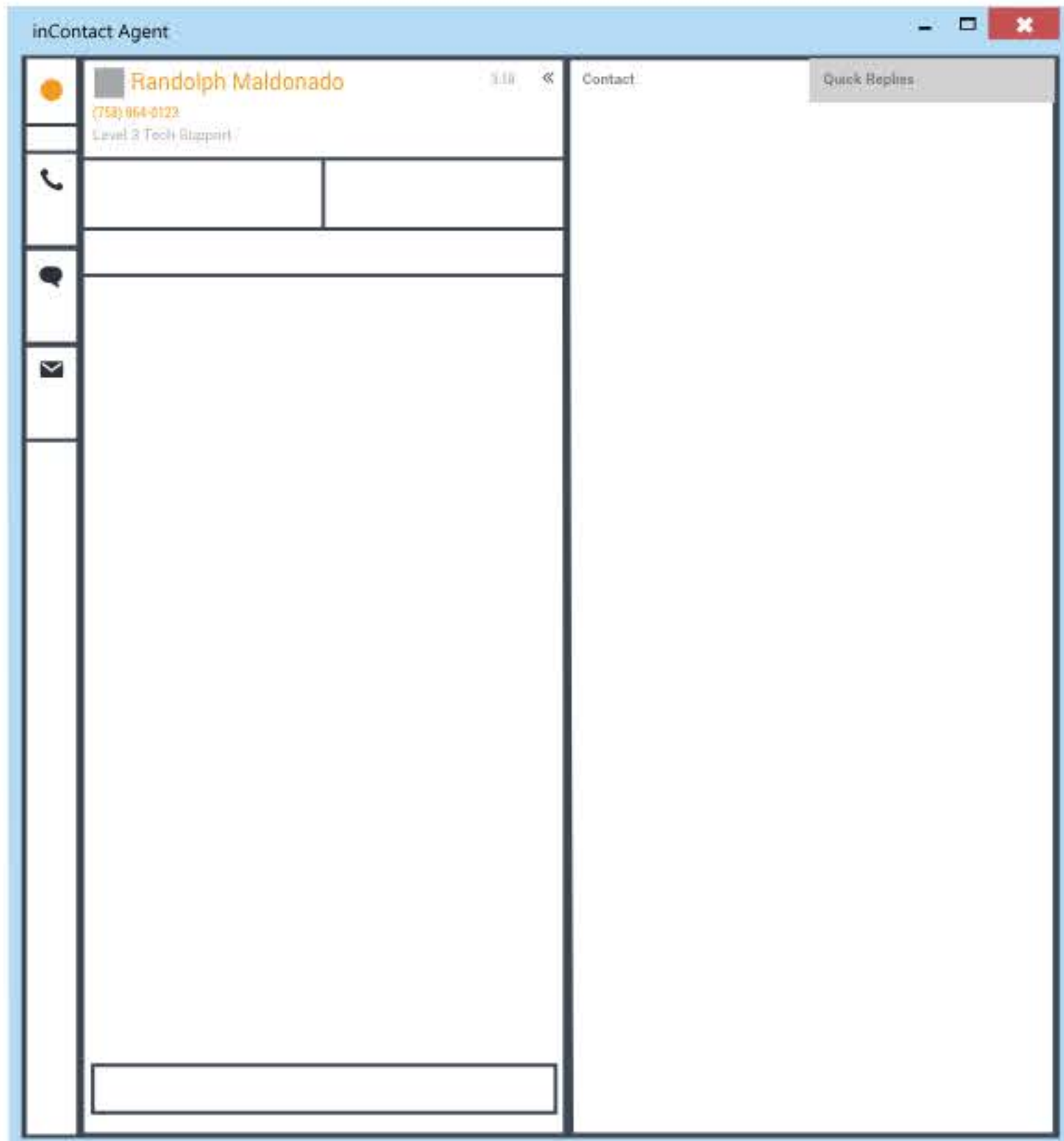
EARLY DESIGN EXPLORATION

There was some early design exploration for the VP heading up this project to help him put his ideas down on paper.



WIREFRAMES

Wireframes for the main states of the app for this feature.

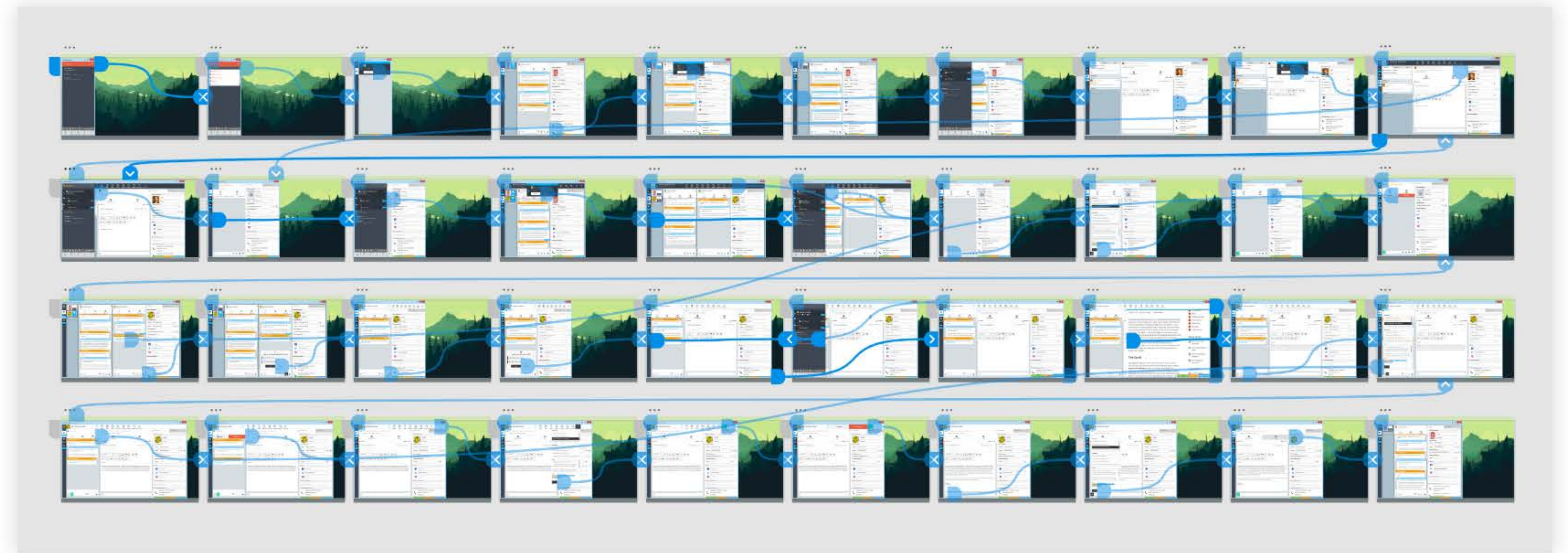


USABILITY TESTING

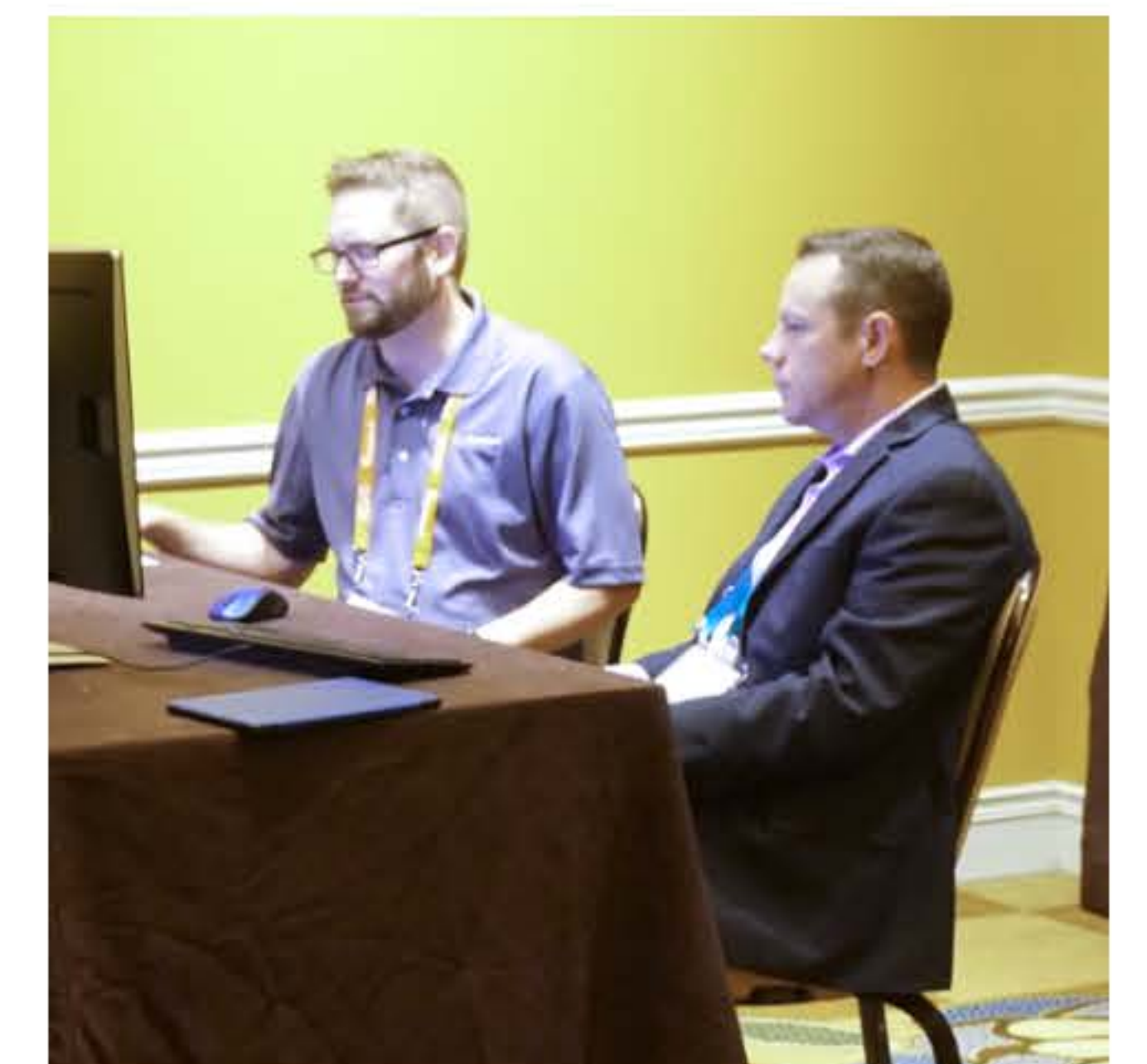
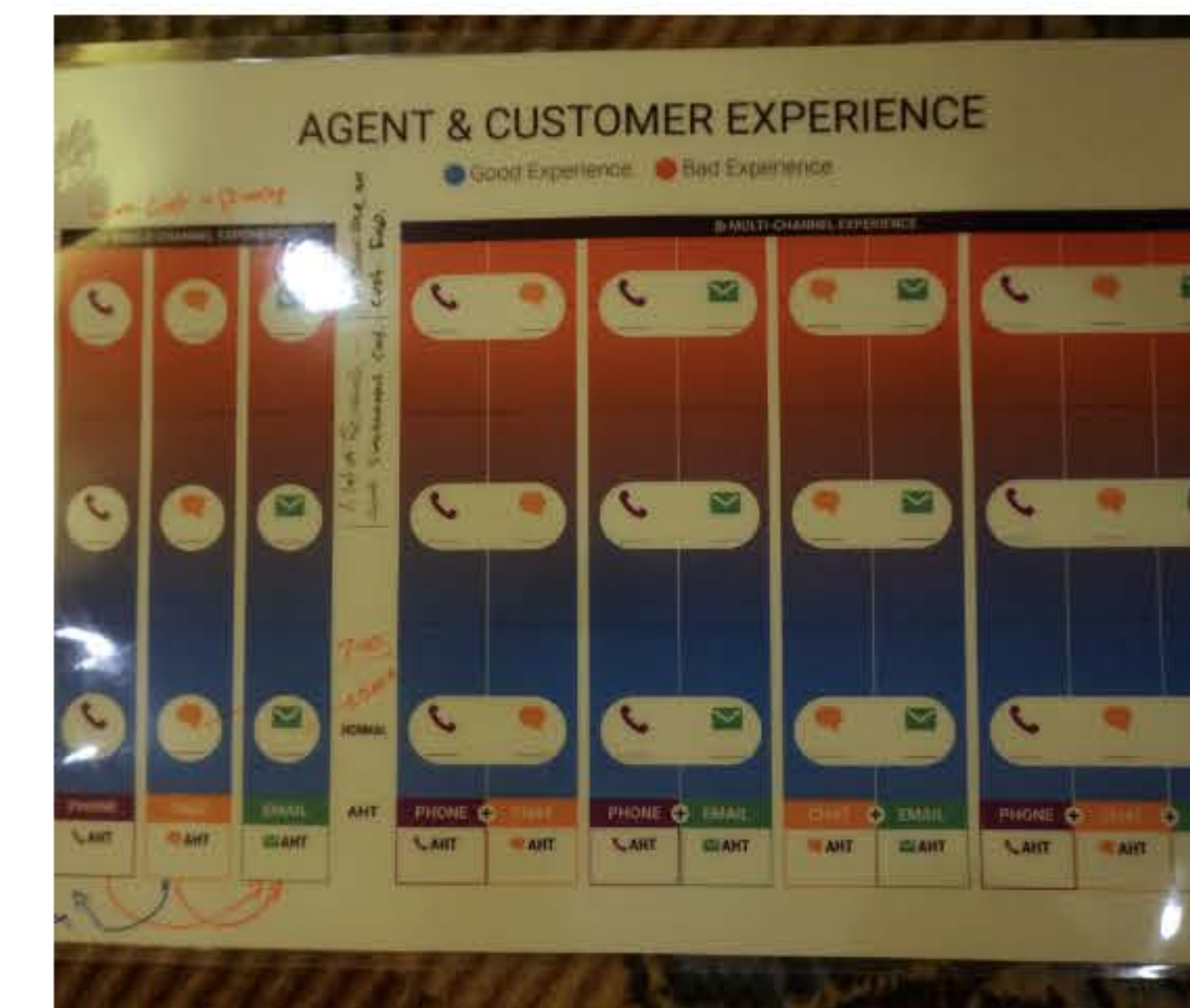
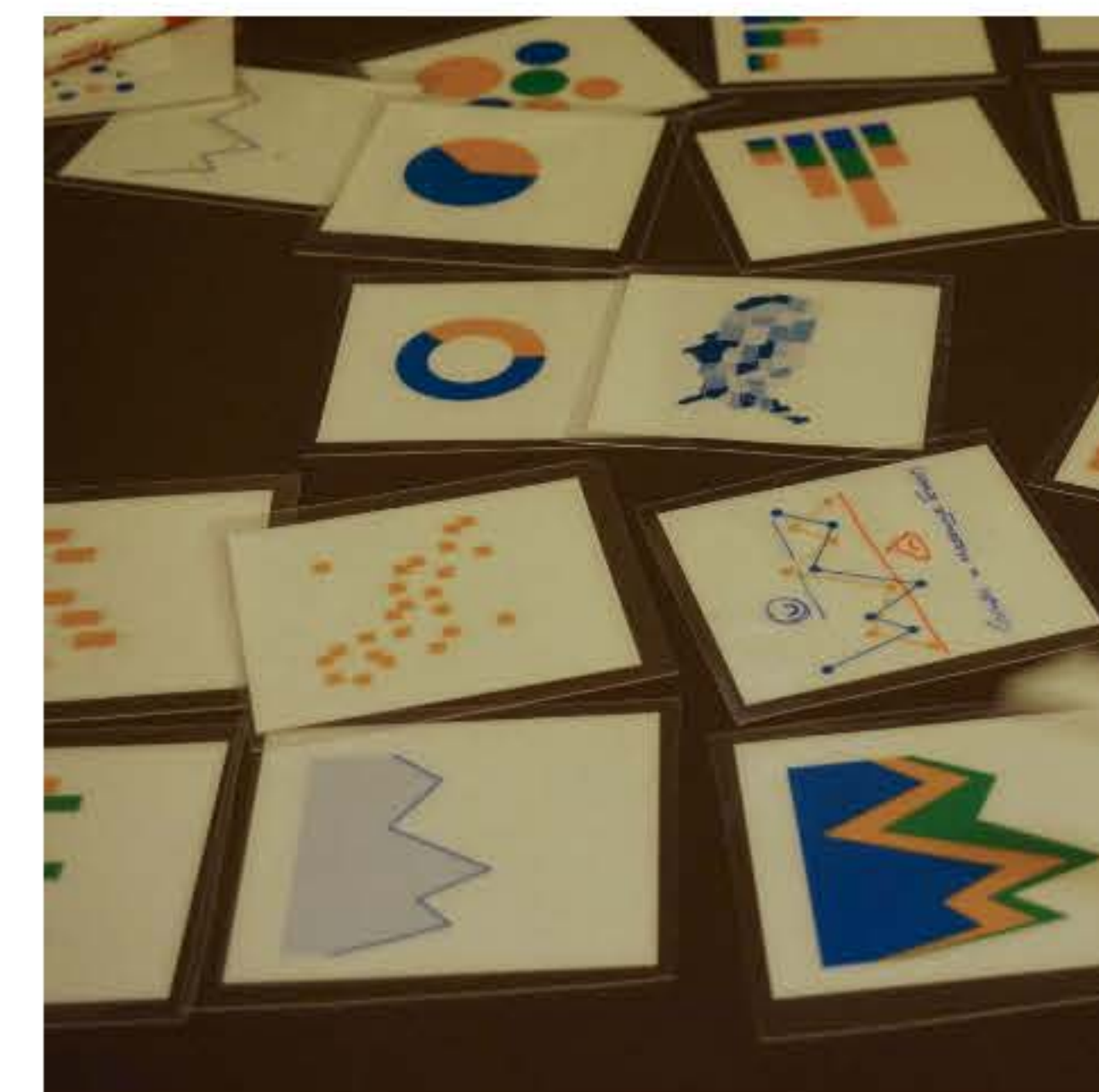
By testing this major new feature at our yearly user conference we were able to test with 22 customers and gain valuable insights prior to R&D work.

[illegible]

USABILITY DATA ANALYSIS

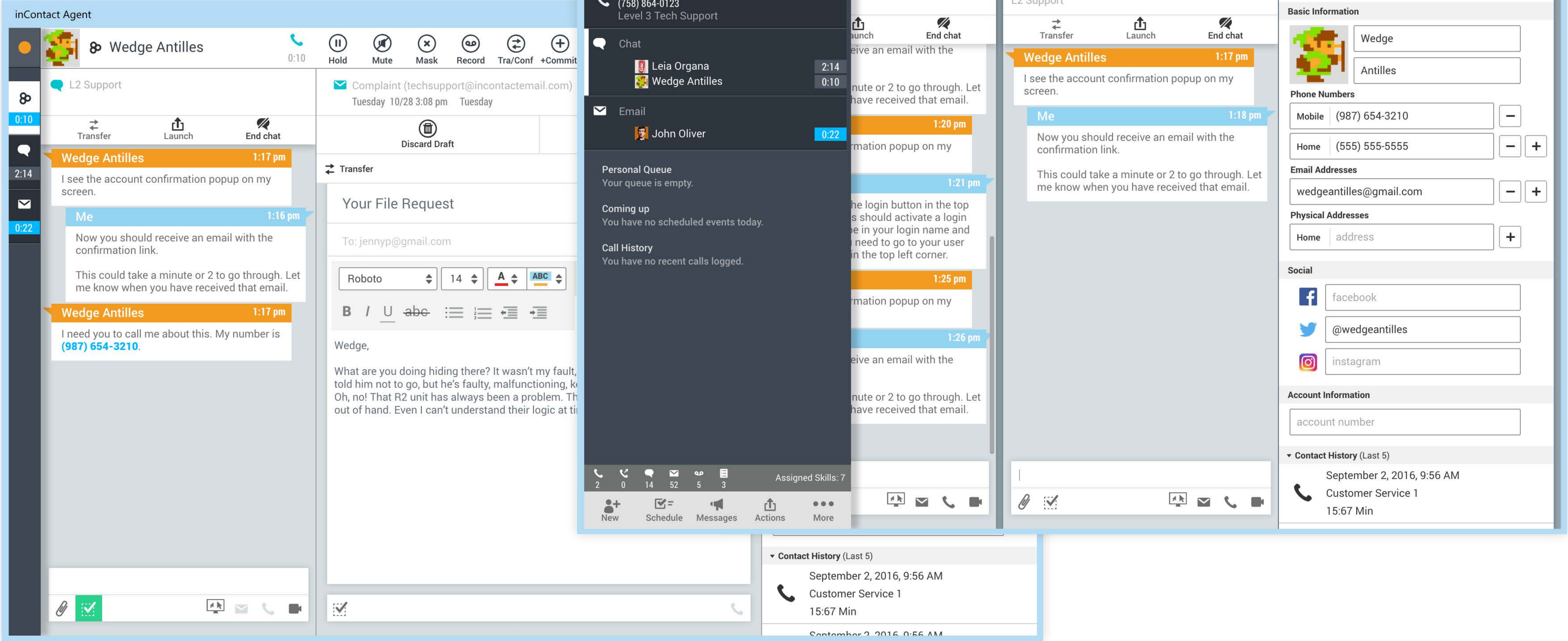


PROTOTYPE FOR USABILITY TESTING



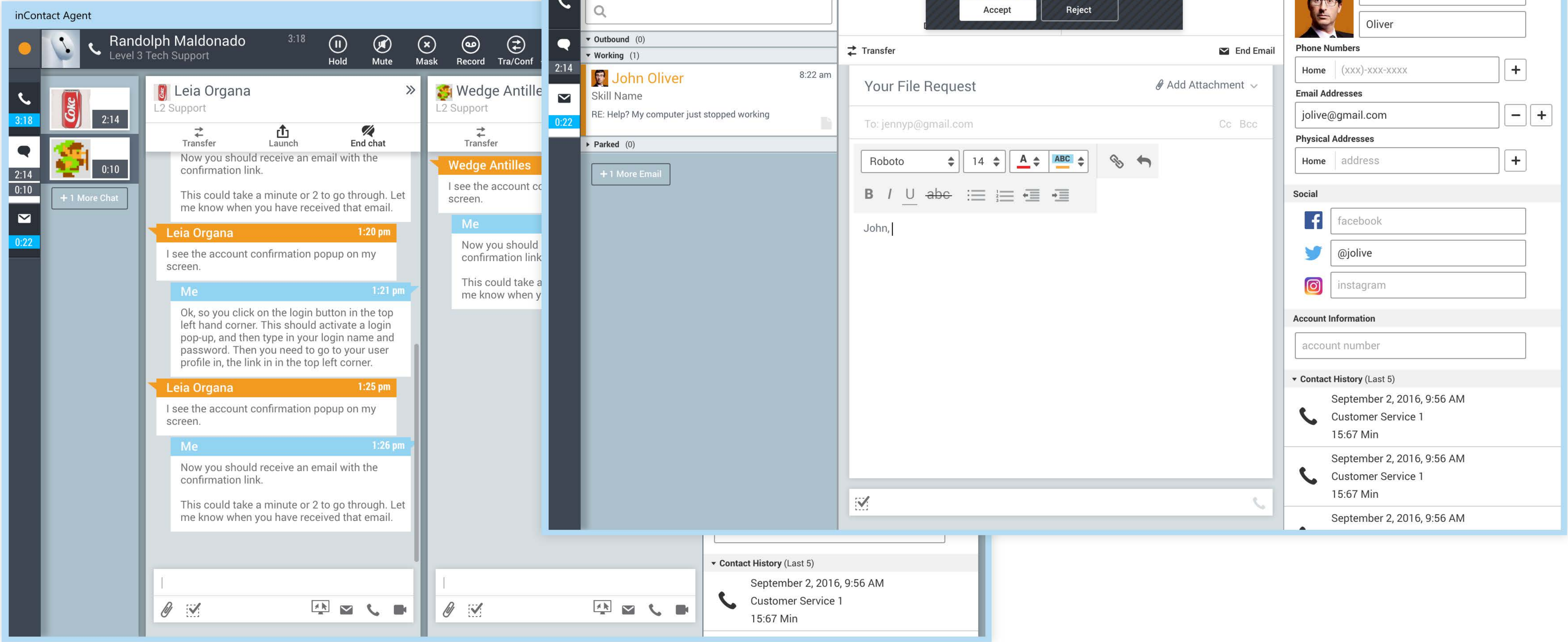
FINAL DESIGNS

Examples of the final designs for the feature showcasing both the Omni-Channel and the Multi-Channel.



FINAL DESIGNS (CONT)

Examples of the final designs for the feature showcasing both the Omni-Channel and the Multi-Channel.



Examples of the Documentation
that was delivered to R&D.

UX PORTFOLIO

MULTI & OMNI CHANNEL



DOCUMENTATION (CONT)

Examples of the Documentation that was delivered to R&D.

Disposition

Call Back Required

Call Back Unspecified

Customer wanted to buy our company

Customer was Angry

Notes

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper non lacus ut aliquam.

Quisque ac nisi at ipsum hendrerit congue et posuere erat. Cum sociis natoque penatibus et magnis dis parturient

Tags

Add Tag

+

Patron Hung Up

✕

Voicemail

✕

Wrong Number

✕

Patron Hung Up

✕

Patron Hung Up

✕

Voicemail

✕

Wrong Number

✕

Patron Hung Up

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Patron Hung Up

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Patron Hung Up

✕

Voicemail

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Wrong Number

✕

Patron Hung Up

✕

Save

Disposition

Call Back Required

Call Back Unspecified

Competitive Price Match

Customer wanted to

Secondary Disposition

Call Back Required

Call Back Unspecified

Competitive Price Match

Customer wanted to

Notes

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ullamcorper non lacus ut aliquam.

Tags

Add Tag

+

Patron Hung Up

✕

Voicemail

✕

Wrong Number

✕

Patron Hung Up

✕

Patron Hung Up

✕

Voicemail

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Patron Hung Up

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Patron Hung Up

✕

Voicemail

✕

Wrong Number

✕

Patron Hung Up

✕

Save

All initials are **centered vertically** (using **baseline** and **capline**) and **centered horizontally**

Chat/Contact Card

44px

WW

Roboto Regular 21

44px

WW

Padding: 4px

Mini Call Bar

43px

WW

Roboto Regular 20

43px

WW

Padding: 4px

Workspaces/New Contact Toast/Email Inbox

19px

ww

Roboto Bold 9

19px

ww

Padding: 2px

Glance

15px

ww

Roboto Bold 7

15px

ww

Padding: 1px

Colors (35 Total)

#7F3F97

#F59C1F

#55E3CF

#350097

#EE43FF

#FFBF00

#E85D46

#00C4CE

#6C0063

#FF56B9

#D07400

#3D4652

#087CFF

#C30000

#29D28B

#B00093

#FF4995

#25286F

#35C53E

#EEE537

#0044D9

#610020

#0098C0

#A6A8AB

#943C62

#515964

#EE005D

#00AA0B

#515151

#00B6FF

#333333

#FF9598

#00A4B5

#7D7D7D

#61EE00

Color Examples (44px)

AB

CD

EF

GH

IJ

KL

MN

OP

QR

ST

UV

WX

YZ

AB

CD

EF

GH

IJ

KL

MN

OP

QR

Color Examples (19px)

AB

CD

EF

GH

IJ

KL

MN

OP

QR

ST

UV

WX

YZ

AB

CD

EF

GH

IJ

KL

MN

OP

QR

Color Examples (15px)

AB

CD

EF

GH

IJ

KL

MN

OP

QR

ST

UV

WX

YZ

AB

CD

EF

GH

IJ

KL

MN

OP

QR

If no customer name but an email address use the first letter of the email address

K

D

E

H

If no customer name or email address use a the empty customer icon below

44px

Padding: 6px

43px

Padding: 6px

19px

Padding: 3px

15px

Padding: 2px

- The Disposition and tags area should use the same height (Max height for the Disposition sections is 4 lines).
- The tags area has a min height that fits the lable and 2 lines of tags.
- When the disposition has to shrink below 2 dispos showing then it becomes a dropdown.

Assumed max height of Disposition window for these examples.

